

which, using the data as an address, will access a price look-up table 96 for retrieving the price of the merchandise item 52 being scanned. The numerical data representing the price of the item 52 is then displayed to a customer on a display member 68 (col. 4, line 18 - col. 4, line 56.)

(August 23, 2002 Official Action at page 2.) (emphasis added)

This rejection is respectfully traversed for the following reasons. Anticipation under 35 U.S.C. §102 requires that each and every claim element be disclosed by the applied reference. The Examiner does not argue, and Blanford does not teach each and every claim recitation of claims 1-6, and therefore, as a matter of law, cannot anticipate these claims. In particular, Blanford does not teach at least the capability to display the second information on the substrate as claimed. In fact, Blanford teaches away from this capability when it provides that “[t]he numerical data representing the price of the item 52 is then displayed to a customer on a display member 68.” Therefore, the rejection of claims 1 and 2 under 35 U.S.C. §102 as anticipated by Blanford should be withdrawn. Accordingly, reconsideration of the rejection of claims 3-6 under 35 U.S.C. §102 is in order and respectfully requested, as those claims depend from allowable subject matter.

In view of the foregoing, Applicants respectfully request that this Amendment under 37 C.F.R. § 1.116 be entered by the Examiner, placing claims 1-6 in condition for allowance. Applicants submit that the proposed amendments to claims 1 and 2 do not raise new issues or necessitate the undertaking of any additional search of the art by the Examiner, since all of the elements and their relationships claimed were earlier claimed. Therefore, this Amendment should allow for immediate action by the Examiner.

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Finally, Applicants submit that the entry of the Amendment would place the application in better form for appeal, should the Examiner continue to dispute the patentability of the pending claims.

Applicants, therefore, request the entry of this Amendment, the Examiner's reconsideration of the application, and the timely allowance of the pending claims.

If any extension of time under 37 C.F.R. § 1.136 is required to obtain entry of this response, and not requested by attachment, such extension is hereby requested. If there are any fees due under 37 C.F.R. § 1.16 or 1.17 that are not enclosed, including any fees required for an extension of time under 37 C.F.R. § 1.136, please charge those fees to Xerox Deposit Account No. 24-0037.

Respectfully submitted,

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Dated: November 12, 2002

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APPENDIX TO AMENDMENT OF November 23, 2002

IN THE CLAIMS:

Please amend claims 1 and 2 as follows:

1. (Amended Four Times) An apparatus for displaying registered information using embedded data, comprising:
 - an image capture device for capturing an image of a substrate having visible data and embedded data embodied thereon;
 - a decoder for decoding the embedded data to develop registration information;
 - a device for retrieving second information from a storage location identified by the registration information; and
 - a display for displaying the second information on the substrate.

2. (Amended Four Times) A method for displaying registered information using embedded data, comprising:
 - capturing an image of a substrate having visible data and embedded data embodied thereon; and
 - displaying information retrieved from a storage location identified by the decoded embedded data on the substrate.

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